

WHAT IS CLAIMED IS:

1. A method for automatically and electronically purchasing items in a network comprised of a fulfillment system configured to broadcast messages identifying purchasable items, a set of remote devices configured to receive the broadcast messages and enable consumers to view information reflecting the purchasable items and to select purchasable items, wherein the fulfillment system receives instructions identifying selected purchasable items and provides purchasable items to the consumers, the method comprising the steps of:

receiving at each remote device a broadcast message identifying a purchasable item, wherein the broadcast message is transmitted from the fulfillment system to the remote devices using a transmission medium;

permitting information corresponding to the broadcast message to be presented to the consumers;

receiving an instruction at a particular one of the remote devices associated with one of the consumers, wherein the instruction indicates the consumer's request to obtain a purchasable item;

transmitting information from the particular remote device to the fulfillment system, wherein the transmitted information reflects the received instruction; and

providing, by the fulfillment system to a device associated with the consumer associated with the particular remote device at which the instruction was received, the purchasable item using a transmission medium different from the transmission medium used for the broadcast message.

2. The method of claim 1, further comprising the step of:

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maintaining at the fulfillment system a memory containing information associating each remote device with a consumer.

3. The method of claim 1, further comprising the step of:

maintaining at the fulfillment system a memory containing data associating each remote device with information reflecting a device associated with each consumer with which the fulfillment system provides purchasable items to such devices using a transmission medium different from the transmission medium used for the broadcast message.

4. The method of claim 1, wherein the step of providing the purchasable item to the device associated with the consumer associated with the particular device at which the instruction was received, includes:

determining whether the consumer is permitted to obtain the purchasable item.

5. The method of claim 4, wherein the determining step includes the step of:

accessing credit information associated with the consumer using a payment identifier associated with the consumer.

6. The method of claim 5, wherein the payment identifier is provided as part of the information transmitted from the particular remote device to the fulfillment system.

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7. The method of claim 1, wherein the fulfillment system transmits and receives information relating to purchasable items to and from consumers using multiple transmission mediums.
 8. The method of claim 7, wherein the fulfillment system maintains a database that contains information relating to a consumer's access to multiple transmission mediums.
 9. The method of claim 1, wherein each remote device maintains a set of previously broadcasted messages for a predetermined period of time.

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10. A fulfillment system for use in transmitting items to devices associated with purchasers, comprising:

means for receiving purchase requests from remote devices associated with remote consumers, wherein each purchase request corresponds to a broadcast message identifying an item that is transmitted from a broadcast component to the remote devices using a broadcast transmission medium;

storage means for storing information correlating the remote devices associated with the remote consumers with a set of remote devices associated with the consumers; and

means for transmitting, by a transmission medium different from the broadcast medium, items to the set of remote devices associated with the consumers in response to the received purchase requests and based on the correlation information stored in the storage means.

11. The system of claim 10, wherein the storage means includes:

at least one table including an identifier for each remote device and data indicating a delivery address for transmitting items to the set of client devices associated with the consumers in response to the received purchase requests.

12. The system of claim 11, wherein the data indicating a delivery address for transmitting items to the set of client devices associated with the consumers in response to the received purchase requests, includes:

information reflecting the transmission medium for the transmitting means to transmit items to each of the client devices.

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13. The system of claim 10, wherein the transmitting means includes:
means for accessing the storage means for select correlation information when the system
responds to each purchase request.
14. The system of claim 11, wherein the transmitting means includes:
means for sending an item to each client device using the associated delivery address.
15. The method of claim 11, wherein the fulfillment system communicates with consumers using
multiple transmission mediums.
16. The method of claim 15, wherein the storing means further stores information relating to a
consumer's access to multiple transmission mediums.
17. The method of claim 11, wherein each remote device comprises:
storing means for storing a set of previously broadcasted messages for a predetermined period
of time.
18. The method of claim 11, wherein the remote device is a set-top box.